



How to

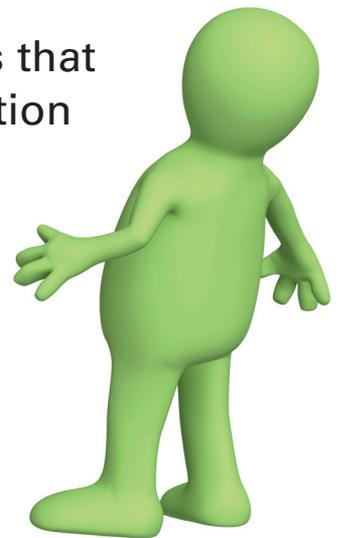
# Communicate

with Tact and Professionalism

Avoid misleading verbal and visual cues that interfere with clear, concise communication

## Ever wish you could:

- Tailor your message to achieve complete buy-in on your ideas and proposals?
- Disarm others' "hot buttons" and put people at ease — even in the heat of an argument?
- Win arguments without losing friends?
- Maintain your composure and control — even when someone is right in your face?
- Decode body language to understand what people are *really* saying?
- Improve your nonverbal skills for added emphasis?
- Deliver razor-sharp instructions to get things done without coming off like an annoying perfectionist?
- Become so persuasive your requests are rarely denied?



**This training will show you how.**

## Practice makes perfect:

This course includes dozens of interactive exercises designed to drive home the skills you learn. Not only will you discover new ways to improve your interpersonal communication skills — you'll also have the time to practice and apply these skills in real life situations.

You won't just *know more* after attending this workshop —you'll be a *better communicator*.

# What's the one skill that can help you scale the career ladder faster than any other?

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Look around you. The true leaders in your organization are the people who share a particular skill: the ability to communicate effectively.

Coincidence? Hardly. Experts now agree the movers and shakers who climb the corporate ladder fastest are the ones who can relate easily to everyone, present their ideas with conviction (and charisma!) and emerge from almost every personal interaction on a high note.

## Anyone who really wants to succeed can acquire these skills.

Upbringing, education and talent aside — all good leaders share the same quality: superior communication skills. Through observation, trial and error or schooling from mentors, they've mastered the art of connecting with people in ways that almost always yield positive results:

- They realize diplomacy works far better than brute force.
- They know how to help people get it the first time.
- They can empathize and know how to get the support they need.
- They don't waste time rehashing instructions or entering into arguments that go nowhere.
- They listen first and act second — not the other way around.

## After 2 days of coaching, practice and critiquing, you'll emerge a far more powerful communicator.

We'll demonstrate and drive home the essential skills you need to become a more polished, persuasive communicator. You'll gain insights into everything from making a good impression to motivating people to intervening in tense situations.

The training will be fast-paced and full of variety, with lots of information exchanged. To make everything you learn relevant — and to help make it stick — we'll use a combination of proven adult training methods, including:

### Trainer-led coursework

Your leader is an experienced communication training coach — a skilled facilitator whose 2-day goal is to equip you with the know-how and confidence to express yourself the best way possible in all situations.

### Exercises and discussion

Collaborative learning (sharing your experiences, listening to your peers, working together to arrive at solutions) is a highly effective way to gain — and convey — knowledge. The exercises and discussions you'll take part in will bring to life the principles and practices you'll need to master as an effective communicator.

### Situational practice

Learning by doing sharpens any newly acquired skill. Practice drills let you put your new skills to the test by applying them in real-world scenarios. You begin to see how things work, where you need more coaching and what the results look like. Whether you choose to be an observer or a participant, these practice sessions are a key part of your total 2-day learning experience.

**Reserve your spot today!**

[www.careertrack.com](http://www.careertrack.com)

# Learn techniques to add to your influence as a leader, lobbyist or arbiter

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## How would colleagues rate your communication skills?

### Ask yourself:

- What's your success rate in settling disputes?
- Is it easy to get people to see things your way?
- Do your ideas and requests regularly get shot down?
- Are your instructions and feedback met with enthusiasm — or do they fall on deaf ears?
- Do you interact easily with difficult or stubborn people?

You can almost always trace a failure in one or more of these areas to ineffective interpersonal skills.

Perhaps you come across as too weak or too strong. It could be you simply don't know the right buttons to push to get the results you want.

Regardless of your current communication skills, you will learn advanced strategies to help you enlist the support you need, deal with overly aggressive people and cut through red tape to get your projects approved.



This workshop provides an impressive array of powerful communication skills, techniques and strategies you can call on to help you in any situation.

These sophisticated yet simple-to-use skills will give you an edge over those who rely solely on raw talent or gut instinct to connect with others.

## Good interpersonal skills are worth their weight in gold.

What makes them so valuable?

In this do-more-in-less-time world, it's paramount your message persuades people to act *the very first time* they see or hear it.

This 2-day workshop will provide you with the know-how and confidence to:

- Calm people down, without embarrassing them or subjecting yourself to their abuse
- Apply proven sales techniques to get your projects approved
- Polish and perfect every document you write
- Identify others' strengths (and weaknesses) and use them to your advantage
- Use body language to reinforce a message

Effective communicators are masters at using all the resources available to them.

Knowing which interpersonal tools to use — and when to call on them — can make the difference between winning respect and being ignored.

## Have you ever lost it at work?

One emotional outburst is all it takes to brand you as arrogant, hysterical or worse. If you're inclined toward letting people know how you feel, the techniques in this course can help you respond to any situation with diplomacy and tact. Nothing says more about your character than "grace under pressure."



How to

# Communicate

with Tact and Professionalism

## DAY 1

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### Becoming an exceptional listener

- How to grasp what is not being *said* — but *implied*
- The advantages of withholding judgment until the end of a situation
- Easy-to-use reminders to fix your attention on the speaker
- How and when to use open-ended, closed-ended, curiosity and clarifying questions
- “Charging Rhinos” — how to stop them from dominating conversations
- Specific techniques to reach poor listeners

### Tailoring a message to fit your audience

- How to break up your message into manageable pieces for maximum impact
- Different strategies for different audiences (staff members, peers and supervisors)
- Specific language to prevent mixed messages
- Why you must anticipate what your audience wants — and know how to provide it

### Using nonverbal communication

- How to complement your message with nonverbal communication
- Ways to interpret nonverbal behaviors for a deeper understanding of what’s being said
- How to make sure your verbal message is consistent with your nonverbal message

### Maintaining emotional control

- Red flags that warn you conflict is brewing, and how to prevent further escalation

- How to calm down hotheads and quiet angry tempers — without losing sight of the issues at hand
- Time out! — and other tips to keep yourself in check if you ever feel you’re losing it

### Staying focused on the present

- How to move any conversation out of the past and into the here and now
- Positive language to steer a conversation in the right direction
- The one must do to get others to join in and build on your ideas
- Techniques to move past “would-haves” and “should-haves” to discuss what’s really happening

### Understanding how your behavior influences others

- How to fix situations — not people
- The value of challenging familiar routines and behaviors
- Weather the storm: specific techniques to help you stay cool under fire
- How to uncover hidden agendas, influence outcomes and overcome conflicts

### Giving and receiving feedback

- How to evaluate criticism — what to take to heart, what you can safely ignore
- Ways to handle unjust criticism and rejection
- The kind of feedback to use for the fastest results

After **2 days** packed with one great idea after another, you'll leave amazed at your new skills — and eager to apply everything you've learned. **Guaranteed.**

**Enroll today!** [www.careertrack.com](http://www.careertrack.com)

## DAY 2

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### Writing for impact and clarity

- How to enhance your credibility through well-crafted memos, letters and emails
- The art of delivering a *reader*-centered message (instead of a *writer*-centered one)
- The best way to convey rejection and other bad news and still come out looking good
- Powerful writing techniques to persuade people and affect outcomes
- Final edits to add prestige to all your documents

### Connecting with different types of people, from boss to spouse

- How to interact more effectively with your supervisors — especially your immediate boss
- How to successfully handle a tirade
- Ways to deal with bullies, liars and other difficult people

### Communicating in a diverse environment

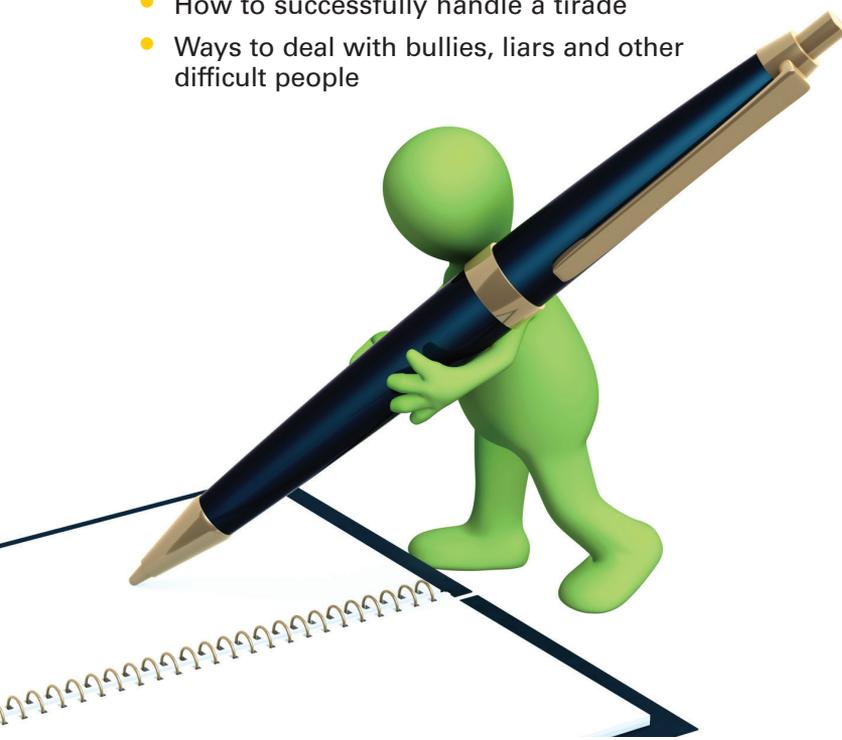
- A look at diversity in the workplace — how to keep differences in age, sex, race and culture from hindering communication
- The key to staying focused on outcomes instead of stylistic differences
- Advantages of considering out-of-the-box ideas
- Tips to help you overcome strong emotional responses to cultural collisions
- Basic business etiquette: how old-fashioned manners can often solve workplace differences

### Boosting your power of persuasion

- The first deadly sin of communication — how to resist the temptation
- How to get the support you need for your projects and proposals
- The best way to use stories, case studies and other anecdotal information
- Tips to achieve complete buy-in
- How to sell the benefits
- Dynamic openers and closers
- Why you should build a trust account — and when to draw on it
- Stealth communication techniques that go unnoticed but get results

### Framing your message in the positive

- The best way to frame an unwelcome message
- How to say "no" without feeling guilty or upsetting the other person
- The infectious synergy of positive thinking



## More than half of your message is nonverbal.

Effective communication is not just about the words you use — it's about reading the other person and knowing the right way to deliver your pitch.

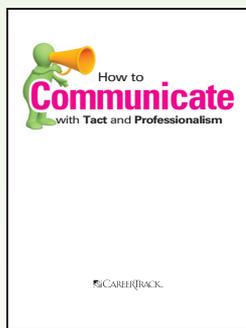
The ability to link body language with the message is the hallmark of an effective communicator.

This workshop will teach you how to use nonverbal communication to reinforce your message, put others at ease, avoid mixed messages and achieve a positive outcome — even in conversations with bull-headed or reluctant people.

## Free Digital Resources for Every Participant

Your registration includes a variety of seminar resources that highlight pertinent information. These materials are offered digitally—making learning interactive and easily accessible.

Reference these materials time and time again to recall key points and problem solve.



# Tired of hit-and-miss training?

## Choose CareerTrack consistently. There is a difference.

### 1. This is real training.

We respect your time — and your intelligence. Our course content is soundly researched and designed by expert educators for maximum learning.

### 2. You get the best in trainers.

Our seminar leaders receive the best coaching in the industry. At a CareerTrack program, you can always count on learning from knowledgeable experts who know how to teach. Past attendees have rated our trainers higher than 9.0 on a 10-point scale.

### 3. You see great presentation material and workbooks that work.

That's because we have professionals — writers, editors and graphic artists — produce them. Compare our seminar materials with those from other organizations and you'll see the difference.

### 4. You get what we promise.

We don't lure you to our seminars with a long list of unrealistic promises. Our promotional materials are carefully cross-checked for accuracy against course content.

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## Guaranteed Results!

All of our seminars are **100% SATISFACTION GUARANTEED!** We're confident this workshop will provide you with the tips and techniques you need to be a more polished, persuasive communicator. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your workshop attendance stating the reason you were not satisfied and we'll arrange for you to attend another one of our seminars or receive a full refund — *hassle-free*.

# Registration Information

**Enroll Today!** Hurry, our seats fill *fast*. Guarantee your enrollment by paying your tuition today. You will receive a confirmation once your registration is complete. **Payment is due before the program.**

**Quick Confirmation!** To receive your confirmation within 48 hours, please complete the Quick Confirmation section of the registration form. Be sure to provide us with your email address and/or fax number.

## Cancellations and Substitutions

You may cancel your registration up to 10 business days before the program and we will refund your tuition less a nominal cancellation fee. Substitutions and transfers may be made at any time to another program of your choice scheduled within 12 months of your original event. Please note, if you do not cancel and do not attend, you are still responsible for payment.

## Please Note

- You will be notified by email, fax and/or mail if any changes are made to your scheduled program (i.e., date, venue, city or cancellation).
- Walk-in registrations will be accepted as space allows.
- For seminar age requirements, please visit <http://www.careertrack.com/faq.asp#agerequirements>.
- Please, no audio or video recording.
- You will receive a Certificate of Attendance at the end of the program.

## Tax-Exempt Organizations

If you are tax-exempt, enter your tax-exempt number in Section 4 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate with your registration for payment processing.

## Tax Deduction

If the purpose of attending a CareerTrack program is to help you maintain or improve skills related to employment or business, expenses related to the program may be tax-deductible according to I.R.C Reg. 1.162-5. Please consult your tax adviser.

## Continuing Education Units (CEUs)

CareerTrack offers CEU credits based on program length and completion. Credits are issued according to the National Task Force for Continuing Education guidelines and approval is at the discretion of your licensing board. **Questions or concerns should be directed to your professional licensing board or agency.**

## Continuing Professional Education (CPE)



Fred Pryor Seminars and CareerTrack are registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.learningmarket.org](http://www.learningmarket.org). Fred Pryor Seminars and CareerTrack's Sponsor ID number is 109474. This course qualifies for 12 CPE credits.

## HRCI Recertification Credits (HRCI)



This program has been approved for recertification credit hours through the HR Certification Institute. For more information about certification or recertification, please visit the HR Certification Institute homepage at [www.hrci.org](http://www.hrci.org). This course qualifies for 11 HRCI recertification credits.\*

## Completion & Continuing Education Certificates

To obtain a certificate documenting your completion and/or CEU, CPE or HRCI credits, please visit [www.careertrack.com/certificate](http://www.careertrack.com/certificate). Certificates will be available 10 days after your event has ended.

\*The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR Certification Institute's criteria to be pre-approved for recertification credit.

## On-Site Training Solutions

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A Highly Interactive 2-Day Workshop

# How to Communicate with Tact and Professionalism

## Is this training for you?

- Do you dread most meetings with your boss or supervisor?
- Do you habitually complete other people's sentences for them?
- Have you ever lost it at work?
- Do your well-thought-out messages seem to lose their "oomph" when you put them in writing?
- Are you thinking about what you're going to say next when you should be listening instead?

If you said "yes" to 2 or more, you've got your answer.

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**YES!** Please register me for the 2-day, *How to Communicate with Tact and Professionalism* workshop indicated in Section 1. Group discounts available; see page 7 for details.

**ID# 910349**

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**1 SEMINAR** Seminar City: \_\_\_\_\_  
Seminar Date: \_\_\_\_\_ Event #: \_\_\_\_\_

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**2 YOUR ORGANIZATION** Organization: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ St: \_\_\_\_\_ ZIP: \_\_\_\_\_  
Tele: \_\_\_\_\_ Fax: \_\_\_\_\_  
Approving Mgr's. Name:  Mr.  Ms. \_\_\_\_\_  
Job Title: \_\_\_\_\_  
Email Address: \_\_\_\_\_  Business  Home  
 **Quick Confirmation** Please  email or  fax my confirmation to me within 48 hours.

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**3 WHO WILL BE ATTENDING**  Mr.  Ms. \_\_\_\_\_  
Job Title: \_\_\_\_\_  Business  Home  
Email Address: \_\_\_\_\_  Business  Home  
 Mr.  Ms. \_\_\_\_\_  
Job Title: \_\_\_\_\_  Business  Home  
Email Address: \_\_\_\_\_  Business  Home  
Please list additional names on a separate sheet.

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**4 METHOD OF PAYMENT** **Important: Send your payment now. Tuition is due before the seminar.**  
Make checks payable to CareerTrack and return this form to: P.O. Box 738002, Dallas, TX 75373-8002. Our federal ID# is 92-2053228 (FEIN).  
Please add applicable state and local tax to your payment for programs held in Hawaii (4.16%), South Dakota (6.5%) and West Virginia (6%).  
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*Please attach a copy of your Tax-Exempt Certificate for payment processing*

**Note:** If you've already registered by phone, by fax or online, please do not return this form.  
**REGISTRATION FORM – How to Communicate with Tact and Professionalism**